

Spineless Reads

Logo Proposal

Goal: design a book store logo & brand centered around the idea of an octopus - something that feels indie, dark, and anything but generic.

“Keep your books.”

“We sell your books. End of story.”

14) WHAT IS IT?

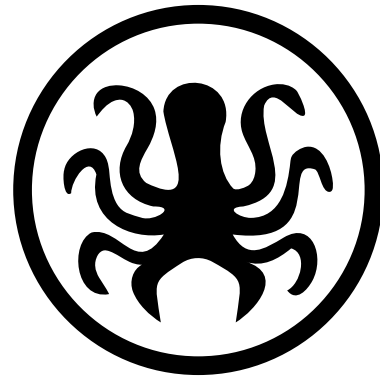
17) + CLEAN FONT

16) PLAIN

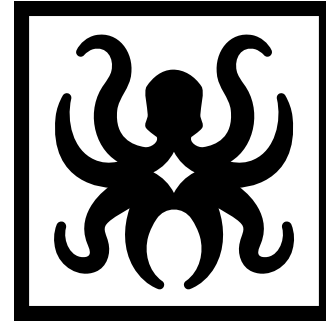
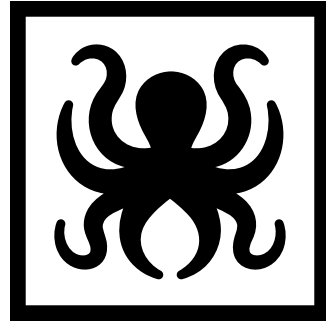
15) OFAY, OLD SCHOOL

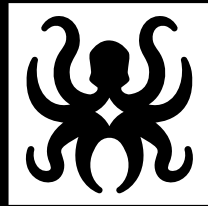
JAN



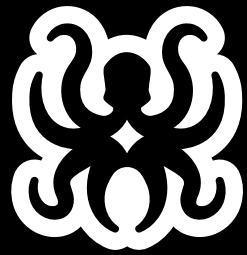


Idea A





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**WE SELL YOUR BOOKS.
END OF STORY.**





Idea B

34052



London

Robert Hale Limited

63 Old Brompton Road, S.W.7





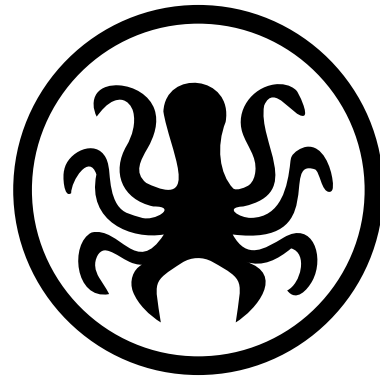


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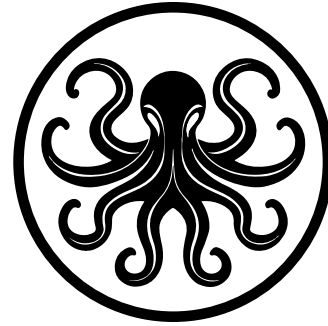
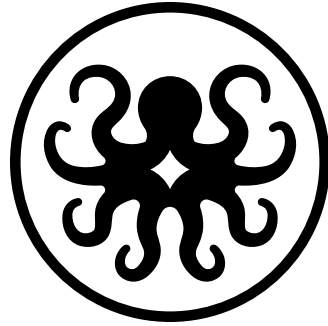


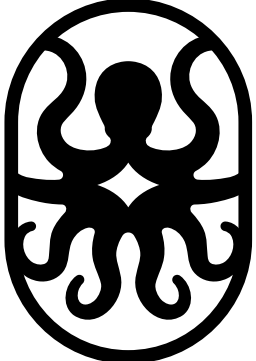
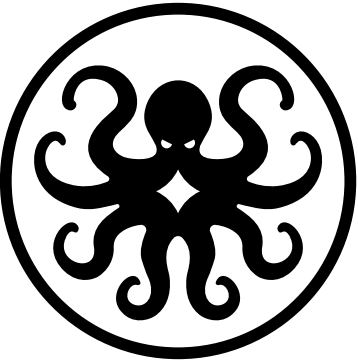
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Idea C

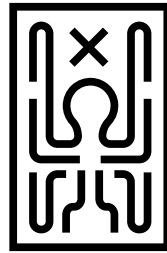


Idea D



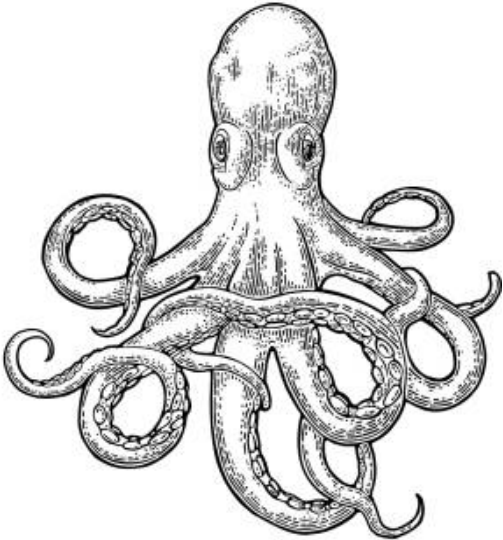


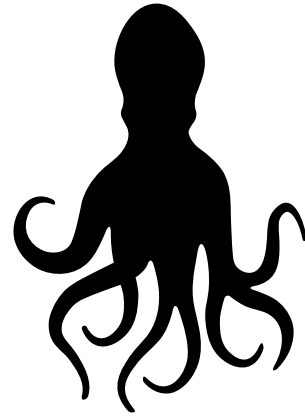
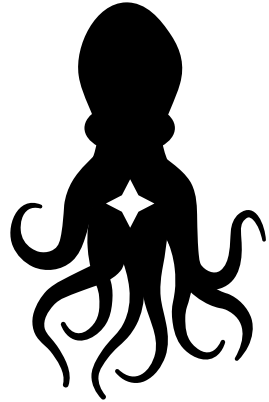
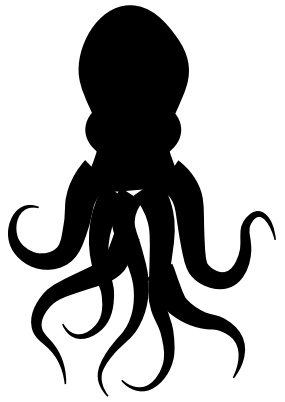
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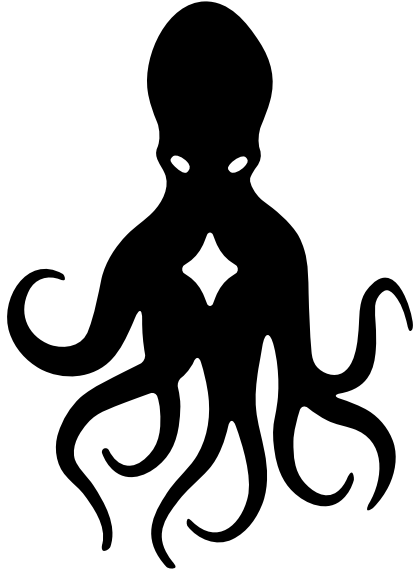


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Idea F



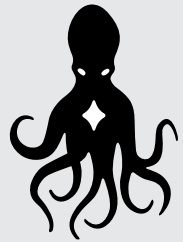




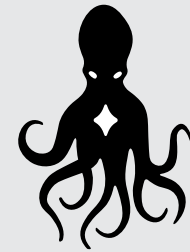
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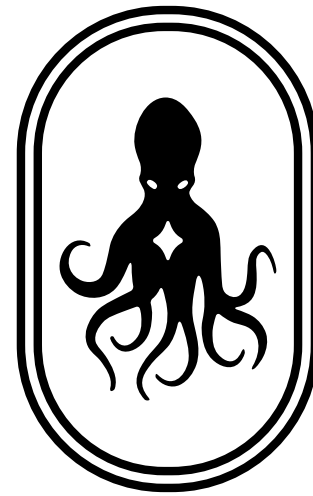
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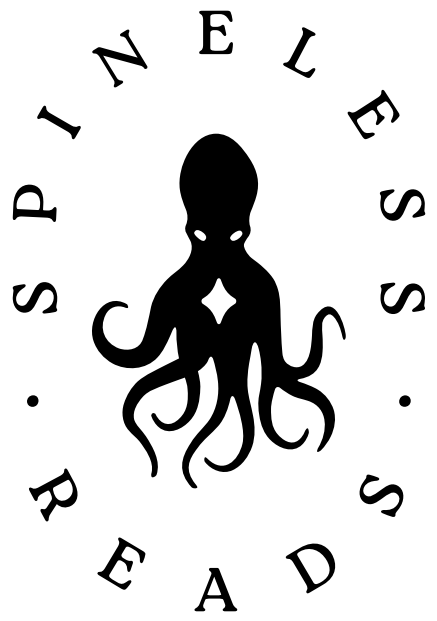
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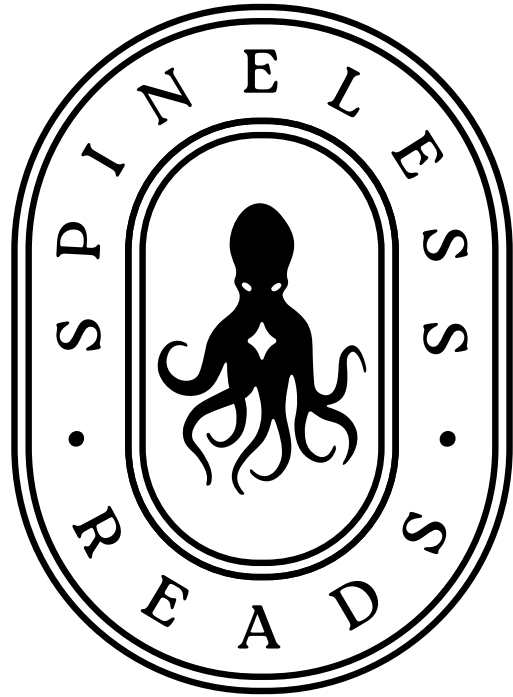


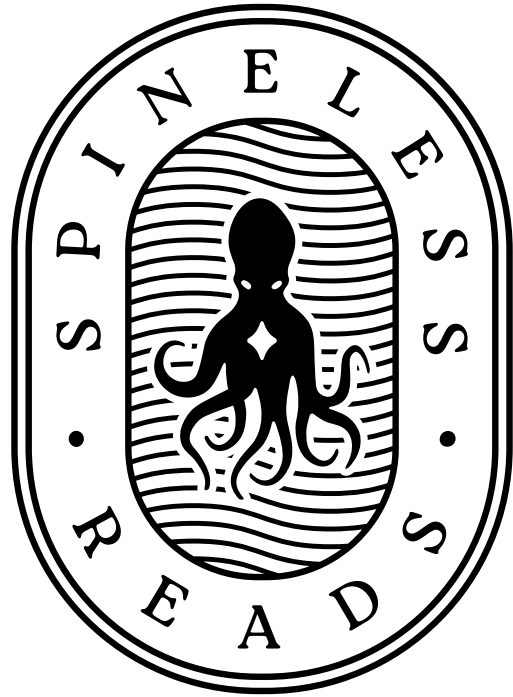
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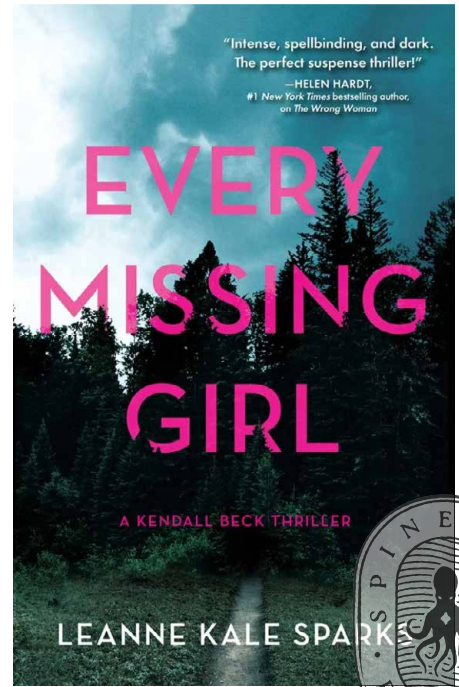
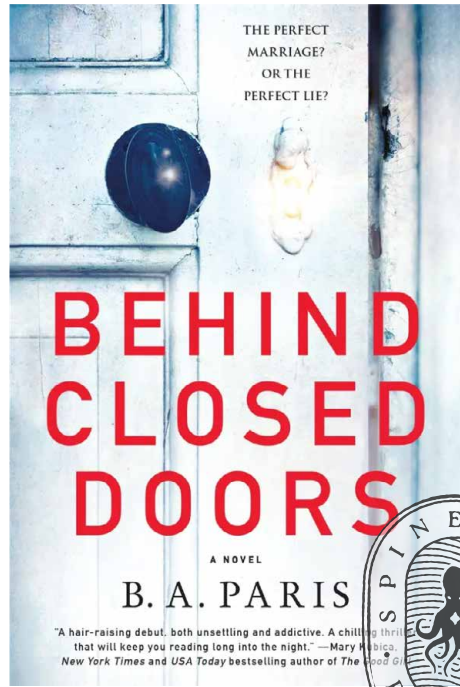
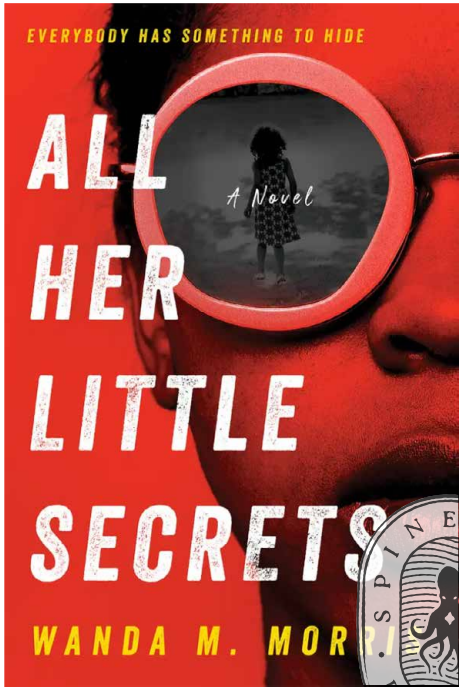


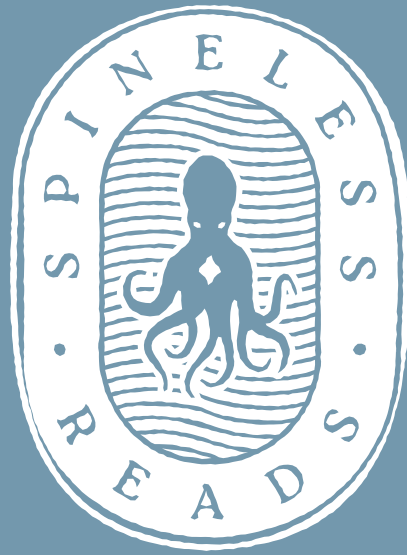


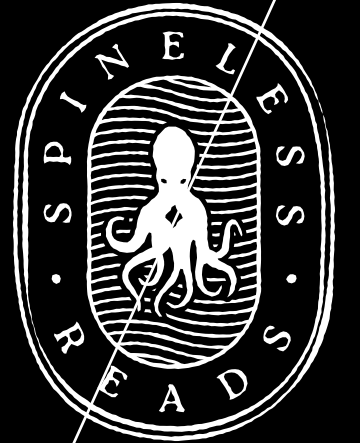
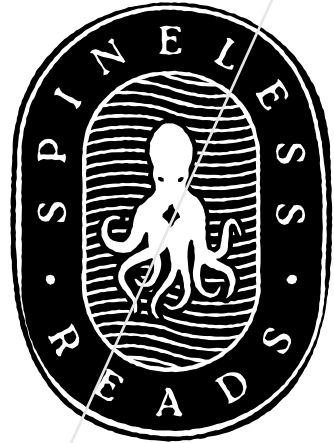
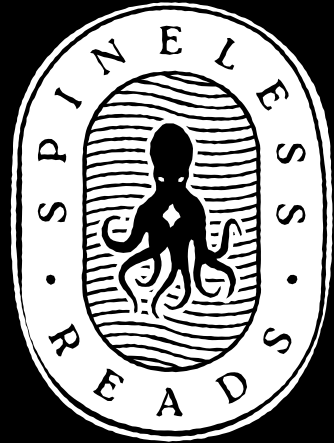
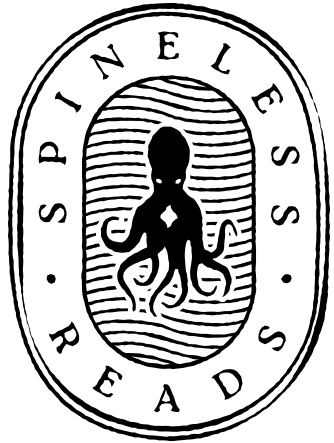












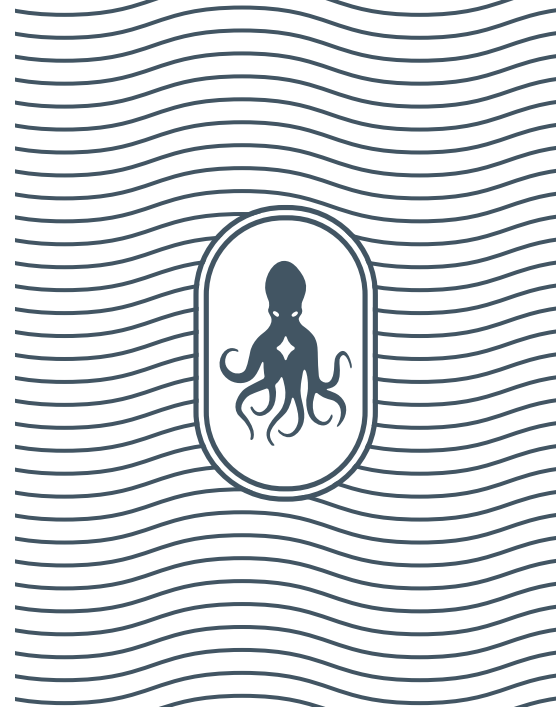
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**SPINE
LESS
READS**



KEEP
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BOOKS



SPINELESS
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WE SELL YOUR BOOKS

END OF STORY

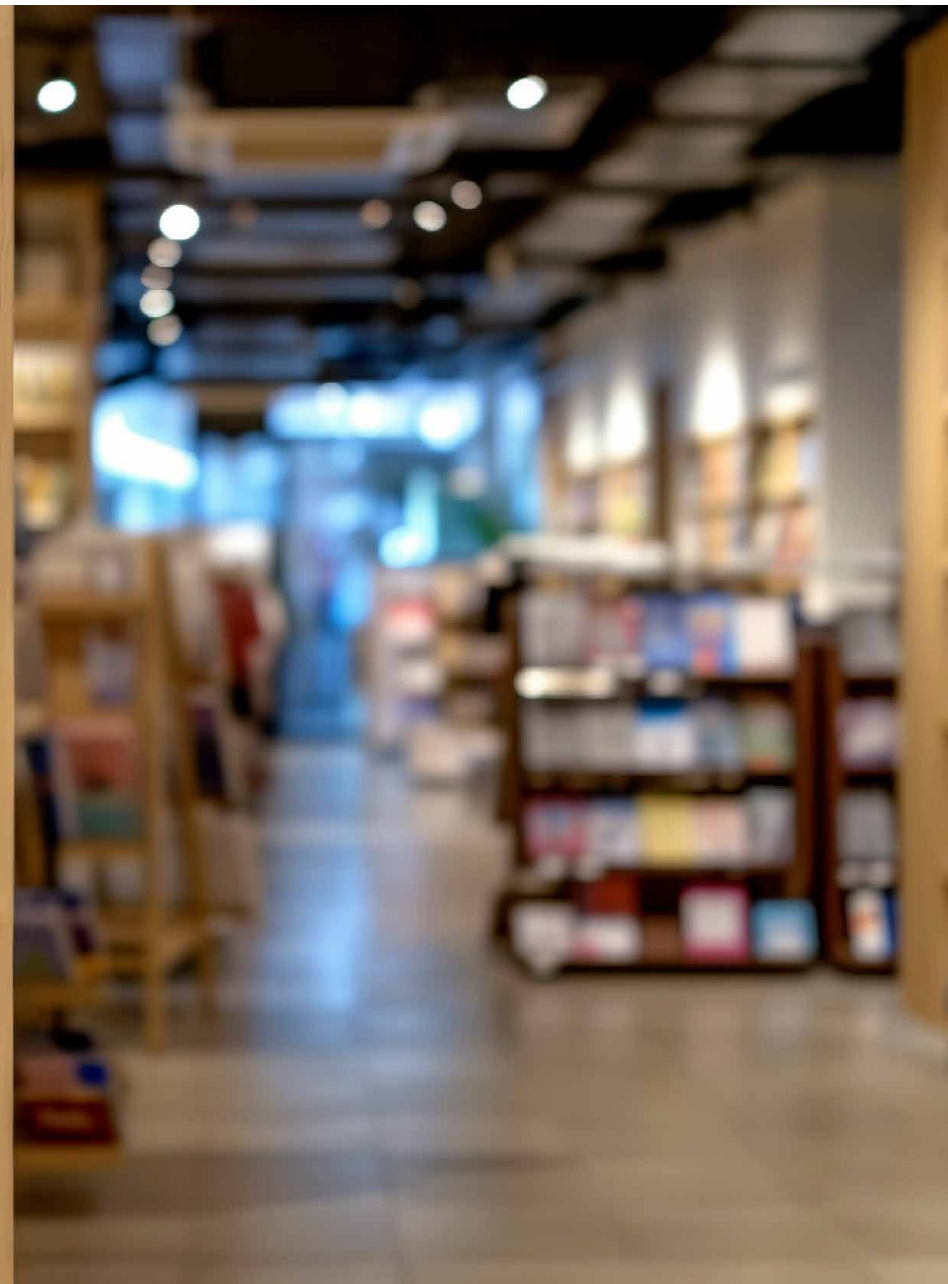
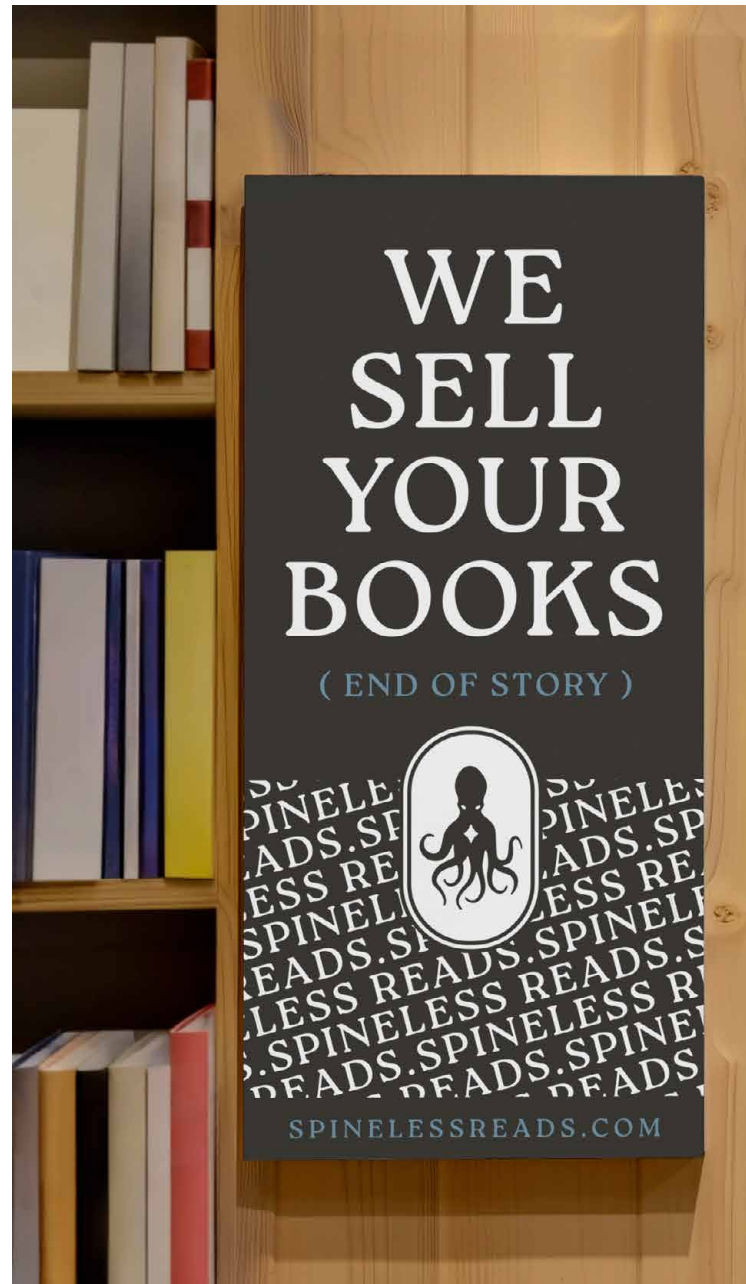


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R · S P I N E L E S S
R E A D S

A white silhouette of an octopus is printed on a teal t-shirt. The octopus has a black diamond shape on its chest. The t-shirt is folded and laid flat.

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Trevor@TrevorKinkadeDesign.com

